

# CITY OF DURHAM

## CAPACITY BUILDING GRANT APPLICATION – FY 2009-2010



### NAME AND ADDRESS OF AGENCY

**Name:** Keep Downtown Beautiful (KDTB)

**Physical Address:** 1 Jones St. Durham, NC 27701

**Mailing Address:** P.O. Box 001 Durham, NC 27701

**Primary Contact/Title:** Matel Pastel

**Phone:** (919) 560-0000      **Fax:** (919) 560-0001

**Email Address:** matel.pastel@yahoo.com

### FOR OFFICE USE ONLY

Application Number

Approved      Declined

Funded Level:

Contract #:

Grant Amount Requested:

FY 09-10 \$ 20,000

FY 10-11 \$ 13,200

FY 11-12 \$ 6,600

Is your organization incorporated as a non-profit organization?    ☐ Yes    ☐ No

**Incorporation Number:** 12-3456789

Please state which 1 of the 4 general service types (below) best describes your activities: Arts  
(Arts, Community Development, Public Safety, or Youth)

### 1. Please provide a brief outline of your agency's mission and goals.

**MISSION:** To improve the aesthetic beauty of Downtown Durham

**GOAL 1:** Ensure all downtown streets have level and unbroken sidewalks

**GOAL 2:** Install and maintain flower planters and tree stands along all the main streets of downtown

**GOAL 3:** Commission local artists to paint beautiful murals on the bare sides of buildings and suitable infrastructural surfaces (i.e. retaining walls, etc.)

### 2. Please provide an outline of your agency's programs/activities and indicate which you propose to support with NCA grant funds. Include program activities and results in the Scope of Work, agency's proposed budget in the Agency Budget, and the distribution of NCA funds in the List of City-Funded Activities (all required attachments).

**Program Name:** Operation Neat Streets

**Status** (Proposed or On-going): On-going

**Proposed NCA Funding:** \$0

**Brief Description:** This program works with the City and County of Durham, the State of North Carolina, private foundations, and citizens to generate and devote sufficient funding for the proper maintenance and upgrade of downtown streets and sidewalks. Operations include public lobbying efforts to raise issue salience and pressure government officials to maintain and improve public infrastructure.

**Program Name:** Greenscape

**Status** (Proposed or On-going): On-going

**Proposed NCA Funding:** \$0

**Brief Description:** This program works with the City and County of Durham, the State of North Carolina, private foundations, and citizens to generate and devote sufficient funding for urban vegetation. Operations include public lobbying efforts to raise issue salience and pressure government officials to provide urban

vegetation. Also, a taskforce is dedicated to researching the downtown districts of other municipalities to help generate visions of what Durham's downtown should look like. Public workshops, lead by horticulture experts from area universities, are then held to review what other cities have done and to refine plans for downtown vegetation in Durham.

**Program Name:** Paintings for the People

**Status** (Proposed or On-going): Proposed

**Proposed NCA Funding:** \$20,000

**Brief Description:** This program works to obtain the permission of governments and real estate owners for murals to be painted on the external surfaces of their property in the downtown area. Local artists submit proposals to KDTB. KDTB submits the proposals to public review and a sub-committee selects which proposals to approve. KDTB enters into a formal contract with each commissioned artist and ensures the mural projects are properly executed. All murals will be designed by local artists and painted by local school children.

**3. Please summarize how your agency's programs/activities support the City Council's 8 goals.**

KDTB's "Paintings for the People" program directly supports Council's goal of Aesthetic Beauty by working to bring great works of public art to the downtown area. Not only will the art be displayed for all to see and enjoy, but by using existing surfaces, no new space needs to be reserved for display. Painting murals on the bare, external surfaces of buildings and infrastructure also helps cover up unsightly and/or visually disturbing surfaces throughout the downtown.

"Paintings for the People" also marginally supports the Council's goals of a Prosperous Economy and Cultural Diversity and Heritage. More displays of beautiful public art will make the downtown area a more attractive place to visit, shop, work, and live in. It is also another opportunity for the many diverse communities of Durham to make their mark on the City.

**4. Please provide the approximate number of Durham residents who will receive services provided by your agency. Please also break out the approximate number of Durham youth (under 18 years of age).**

**Direct Beneficiaries** – Durham residents who will receive a service through direct contact with agency representative. Also includes Durham residents who may attend a show/display/exhibit free of charge.

**Indirect Beneficiaries (Arts only)** – Durham residents who may attend a show/display/exhibit for a fee.

**Please note:** If requesting funds for more than 1 program, please name program next to number.

	<b>Direct Beneficiaries</b>	<b>Indirect Beneficiaries</b>
Total (including Youth)	80	N/A
Youth (under 18) Only	80	N/A

**5. To the best of your knowledge, please identify any similar or related programs performed by other agencies within the City of Durham (including City or County departments) and briefly describe your agency's relationship with them, or how your agency's programs differ from theirs.**

KDTB works closely with Keep Durham Beautiful, Downtown Durham, Inc., the Durham Arts Council, and the Durham Public School System.

Keep Durham Beautiful will share logistical/organizational support.

Downtown Durham, Inc. has expressed a willingness to provide matching funds to any provided by the City.

The Durham Arts Council will help make local artists aware of Paintings for the People and will encourage and assist them with their project proposals, as well as help provide some of the necessary art supplies.

The Durham Public School System will allow KDTB to make presentations to middle school art classes about the program and has pledged to provide some of the painting materials (brushes, water buckets, smocks, etc.) their students and teachers will use when assisting with the murals.

**6. Please describe the professional qualifications of the key staff members (paid and unpaid) who will ensure the program's success. Please include the tenure of staff members.**

KDTB's Director, Matel Pastel, has a Masters in Visual Arts from North Carolina Central University.

KDTB's Assistant Director, Amanda Huginkiss, has an MBA from Duke University.

Both the Mural Site Review Committee and the Mural Proposal Review Committee will have volunteer members drawn from the following stakeholder groups:

- Downtown Durham Residents
- Downtown Durham Business Owners
- Downtown Durham Government Employees
- Local Durham Artists

KDTB will also request a staff liaison from the City/County Planning Department to assist with site selections.

## REQUIRED ATTACHMENTS

Evaluation Tools: <input type="checkbox"/> Scope of Work (SOW) <input type="checkbox"/> Agency Budget-to-Actual (ABA) <input type="checkbox"/> Program Budget-to-Actual (PBA) (optional) <input type="checkbox"/> List of City-Funded Expenditures (LCFE)	If agency incorporated before September 15, 2005: <input type="checkbox"/> CPA-administered financial audit of your corporation (for requests of \$30,000 or more) <b>OR</b> <input type="checkbox"/> Sworn, certified statement and Schedule of Receipts and Expenditures (for requests below \$30,000)
<input type="checkbox"/> Non-Collusion Affidavit / ADA statement	<input type="checkbox"/> Copy of IRS letter indicating tax-exempt status <input type="checkbox"/> List of Board of Directors with Affiliations

As a condition of receiving City funds, the recipient agrees to submit periodic reports and cooperate with site visits as a prerequisite of reimbursement payments.

If awarded funding, do you agree to complete these requirements when originally due?   ☐ Yes   ☐ No

If awarded funding, do you agree to accept 3 payments of 40%, 40%, and 20%?   ☐ Yes   ☐ No

Has your agency received an **NCA** grant in prior years?   ☐ Yes   ☐ No

If yes, did your agency successfully comply with the contractual agreement (includes meeting **all** proposed results and submitting **all** required documents on or before their **original** due date)?   ☐ Yes   ☐ No

### CERTIFICATION

I certify that information contained in this application, including all attachments and supporting materials, is true and accurate to the best of my knowledge. I, as an authorized agent, am prepared to enter into a Contractual Agreement with the City of Durham, if this application is approved.

*Matel Pastel*

Signature of Authorized Representative

Matel Pastel / Executive Director

Print Name / Title of Authorized Representative

(919) 560-0000 / (919) 560-0001

Telephone Number / Fax Number

matel.pastel@yahoo.com

Email

1/4/09

Date

Physical Address:

Keep Downtown Beautiful

1 Jones St.

Durham, NC 27701

Deliver applications to Budget & Management Services, located on the 4th floor of City Hall  
101 City Hall Plaza, Durham, NC 27701

**APPLICATIONS ARE DUE ON OR BEFORE 5:00 PM ON MARCH 13, 2009**

**NO EXCEPTIONS!!**